



## Dunfermline and West Fife Local Tourism Association Minutes

14<sup>th</sup> September 2023

Zoom

### Attendees

Donald Mackenzie	Peter Wilson	Tracey McCafferty	Helene Corrieu
Beverley Bryant	Louise Oliver	James Sinclair	Mark McLeod
Sunil Varu	Linn Williamson	Elaine Watt	James Lawson

### Apologies

Bernie	Jack Pryde	Karen Stewart	Jill Heart
Pamela Fernandes	Caroline Warburton	Cllr Graeme Downie	Steven

### Minutes

#### 1. Welcome and introductions by Donald

#### 2. Activity update from Donald

- Dunfermline.com update - Funding received from city centre recovery fund to update the website and to create visitor destination messaging for Dunfermline and West Fife area. The Dunfermline tours project which Mark McLeod completed a number of years ago will also form part of this project. The domain name for the tours is in the process of being purchased by the LTA. Mark is working with Alan from Portal to update the current version of the website content and ensure that the website for the tours will work etc moving forward. Currently 8 tours have been created.
- Donald has asked for volunteers to come forward as part of a steering group to help with the project, pulling an overall strategy for the website, timeline for the project, tender process and setting the KPI's going forward. So far the group consists of Donald, Mark, Sunil and Gillian (Welcome to Fife). Donald is keen to have someone from Onfife and HES also on the group. Tracy advised it may be someone from their marketing team but she would investigate.

- Donald highlighted that it is important that during the development of the website that the group continue to engage with businesses locally so they are aware of the opportunities available to them and not go off and create another group \ website.
- #LoveFife Information point – Welcome to Fife, Onfife (DCLG) and the LTA have worked together to create a visitor information point within the reception area of DCLG. Welcome to Fife have branded the reception desk, provided clip frames for posters to go up around the venue, leaflets, maps and general tourist information for DCLG team to provide to visitors. Visitors will also be able to login to the wifi and if required use a computer to access Welcome to Fife website. Press release from Tracey, Donald and Altany Craik will go out week commencing 18<sup>th</sup> September.

### **3. Cruise Forth – Peter Wilson**

- Another busy season with ships to Rosyth, South Queensferry and Newhaven. The season will come to an end on the 15<sup>th</sup> October.
- Rosyth has had a mixed season with some shops cancelling for various reasons and other ships staying longer or docking.
- Most recent ship had 900 passengers with 100 visiting Dunfermline on the complimentary bus.
- Cruise Forth have also applied for the recovery fund to work on bringing more passengers from the south side of the river to Dunfermline for a visit. Peter mentioned he had pulled together a small working group to work on developing itineraries for excursion companies including OnFife, Carnegie Birthplace and the Abbey and then run Fam visits for excursion companies. Key themes Royalty, Carnegie and Scotland's story in one Town. Linn advised that Welcome to Fife will be working with a Travel Trade consultant over the next few months and that it would make sense for Cruise Forth to align this activity with Welcome to Fife as businesses need to understand Travel Trade to successfully access the cruise market. The consultant will work with the businesses \ organisations to create product which they can then take to market both as a group and as individual businesses.

### **4. Fife Tourism Partnership Update Linn Williamson**

- Please see below for full update
- Dunfermline Audit is nearing completion. It is anticipated that the final report will be with us at the end of September. The interim report covers everything we already know but has also suggested other markets including conference space and events for the city. Travel Trade also features. It also mentions that the streetscape of the city needs improving. (Sunil updated on the audit)
- New tourism strategy and Glasgow declaration was passed at the committee meeting last Thursday. A full launch of the strategy will come in due course. One of the main changes going forward will be that Welcome to Fife and Fife Tourism Partnership will become Welcome to Fife. The two brands cause confusion for businesses and so they are being merged. Further information on this will follow in due course so please watch out for it.

- Short Term Let – Fife now have over 1000 applications in before the deadline of the 30th September. Linn reminded everyone that applications must be received by the 30<sup>th</sup> September or as a STL property you must stop trading. The STL team advise businesses to get the application in ASAP. Businesses should now only apply online to avoid any issues with post etc. Anyone with any queries please do not hesitate to contact Linn.

**5. Agenda Item – [Climate Action Fife](#) Louise Oliver - [louise@greenerkirkcaldy.org.uk](mailto:louise@greenerkirkcaldy.org.uk)**

- Climate Action Fife is a multi Agency team with various partners to offer support and guidance to businesses regarding net zero and reducing waste.
- Currently working with business to get a Free business energy audit to see where the quick wins may be to allow businesses to apply for business funding. There are various funding streams available however they are waiting on confirmation from Fife Council regarding a NetZero grant for businesses.
- Food Waste - Louise looking to engage with businesses to see how they can reduce food waste, encouraging use of doggy bags, size of portions etc. Any business looking for the above support please contact Louise.

**6. Agenda Item – Influencer Campaign (LTA Project Grant Funding)**

- Positive feedback from businesses and influencers who visited. Instagram stories from influencers have been saved on Welcome to Fife under Dunfermline
- People visit Dunfermline everyday and use social media, great content for businesses to share and promote
- Donald to follow up with Zoe from 83 Agency to get the full report. Information will also be required to feedback as part of the funding report to FTP.
- Social media is great but it is difficult to understand what it means in real terms of getting people to visit. Discussion was had around visitor monitoring. VisitScotland and Welcome to Fife both advised this is an issue across Scotland and can difficult to find an answer to at the moment.
- The Moffat centre provide visitor information however this doesn't include free entry attractions and not every business responds. It maybe an idea to try and gauge some information from businesses locally.

**7. Dunfermline Maps**

- Maps are going down well with another 20 pads printed and available for delivery. Donald will take time to deliver maps to businesses. Should anyone like a pad please get in touch.
- Linn highlighted that the Abbey asked if a wider Fife map just to show where Dunfermline is in relation to everything else is could be included in information going forward. This may be picked up as part of the booklet project. Peter advised these haven't yet been re-printed.
- Grant Williams has provided Linn with a number of Dunfermline booklets as part of the Wellbeing Through Heritage project. Should any business like copies please get in touch and they can be dropped off. (this was not mentioned during the meeting added after)

**8. Inner Forth Project - Helene Corrieu**

- Funding awarded for the Inner Forth projects from National Lottery Heritage fund of £1 million with a total project value of circa £1.5 million
- The project will look at re-branding of the around the forth route. The official starting point will be in Inverkeithing and an mid way point of Stirling. New logo and branding consultations have started and will go out to tender.
- There will be opportunities for itineraries to be associated with the route.
- Video and photography content will be created
- A tender will be released for a contractor for Mini bus with bike trailer to help move cyclist equipment around. This will be launch for next summer.

#### **9. Dunfermline City Conference**

- Donald took part in the event with a good number of attendees present. Lots of chat about place making and tourism which was encouraging.
- Donald asked about the City Square project. Plans are in progress with an amphitheatre style area for events. Linn has spoken with Dave Grove regarding branding for interpretation boards etc

#### **10. Forth Bridges update – Karen Stewart (via email)**

- The headlines are that I'm working on further tourism signage for the Forth Bridges Trail - some of which will be in place at the end of this Financial Year, and some into 24/5.
- Your View event in support of Barnardo's is taking place in NQ 22-24 of September (trips to the top of the Forth Bridge).
- BEAR is opening the Contact and Education Centre in SQ on Sat 23<sup>rd</sup> Sep for Doors Open Days. Free entry to the exhibition with activities and charity raffle. Bridge tours are full up.
- The Forth Bridge abseil is on Sun 8 October at the south end of the Forth Bridge in association with Chest Heart Stroke Scotland - places still available!
- The Forth Bridge Writer-in-Residence year will conclude at Your View. The author, Barbara Henderson, is launching her second Forth Bridge related book at the event - Made From Girders. A preview of the introduction and first chapter are available here below. This is a collaboration with a photographer and Barbara interviews 26 people involved with the Forth Bridge.
- [Made from Girders sampler \(yumpu.com\)](https://www.yumpu.com)
- North Queensferry Heritage Trust has updated and reprinted their local walks leaflet in NQ and SQ and copies should be available shortly.

#### **11. North Queensferry – James Lawson**

- New map of Forth Bridges self guided walks. Will be distributed to businesses across Edinburgh and Fife
- NQ Heritage Trust under Lighthouse Tower Museum will become a fully accredited venue. This will be a 2 year process but the process has started
- James also highlighted that they are working with Scotrail, if you prove you have crossed the Forth Bridge by sending in your rail ticket you will receive a certificate in return. Information on the new leaflet

#### **12. Carnegie Birthplace – Mark McLeod**

- Outwith Festival – 4 bands playing on Saturday evening for under 18’s. Bands from Edinburgh and Dunfermline so there was a good mix of local and not so local people visiting. Great buzz around the town for the event.
- Visitor numbers 70% up in July and 40% up in August, mix of foreign and domestic tourism.
- Travel Trade – working with WtF and VS to formalise ideas and create opportunities
- Fife Museums Forum. Will host a get together day on the 15<sup>th</sup> November to allow organisations to come together to learn about opportunities through the group and partners. Skills audit will also be carried out across the venues. Linn to share across FTP network in due course.

### 13. Town Centre – Sunil Varu

- Working to pull groups together to see what opportunities are available for the City
- Looking at Smart City and what that actually means. Donald raised that this needs to be clear as to what they mean by that. Training session available via [linkedin](#)
- Need for bigger events in Dunfermline that bring an economic impact to the city

### 14. Stay B&B – Elaine Watt

- International travellers mainly this year with lots of American’s and Australian guests.

15. **Outwith Festival** was extremely popular over the weekend with great support from businesses, locals and those showcasing at the event. WtF produced a toolkit for businesses which went down well and is easily adaptable for future events.

### 16. Date of next meeting

- Thur 16<sup>th</sup> November 2023, 2pm Venue TBC

### Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Linn to link Travel Trade consultant with Cruise Forth	Oct 23	LW \ PW
Update from Zoe Irwin regarding influencer campaign	Oct 23	DM
Dunfermline and West Fife Booklets		PW
Delivery of map		DM



## Welcome to Fife Update for LTA Meetings

Linn Williamson – [linn.williamson@fife.gov.uk](mailto:linn.williamson@fife.gov.uk)

- Local area number of businesses listed in Database - 130
- Reports of a busy summer season, mainly foreign guests with reduction in domestic tourism. Similar findings to ASVA findings. If however you feel this doesn't reflect your business please let us know.
- New Tourism Strategy for Fife will be going to committee in September and if no major changes requested will then be rolled out. Further details to follow.
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- As part of the strategy Welcome to Fife and Fife Tourism Partnership will be going through a bit of a re-brand. Fife Tourism Partnership will merge into Welcome to Fife, this is to avoid confusion from businesses. More details to follow on full re-brand
- Fife Tourism Sustainability policy will go to cabinet in September for approval to sign the Glasgow declaration. The sustainability group will then work on this strategy moving forward
- Working with Agency 83 (Zoe Irwin) to create marketing campaigns for Fife, this may include OTA's, PR and social media coverage.
- Still continuing to work with VisitScotland on any PR activity available
- We are starting to business map the Fife Coastal path so that we can start engaging with specific businesses along the route. This has already been carried out for the Fife Pilgrim Way and we will work with FCCT and businesses to develop the route.
- UCI event 6<sup>th</sup> August was a great success please click [HERE](#) for further details
- Opportunity for Fife tourism attractions to become an EV charging point for FREE available through [Scottish Power Networks](#)
- New Z cards for Heartlands are now available if you would like some for your business please let me know and I can arrange to have some dropped off. They are going down very well with business and visitors
- Dunfermline Maps have been very well received
- Outwith Festival 6<sup>th</sup>-11<sup>th</sup> September. Created a business toolkit to alert businesses in the area to how they may want to engage \ take advantage of the event
- Travel Trade – new contract with Tay country and separate consultant for Fife to work with businesses on a one-two-one basis to develop product
- Levenmouth Railway – activities continue with anticipated opening date of late spring
- Short Term Let – Application process is busy with deadline for existing hosts 1<sup>st</sup> October. Information, help and guidance can be found on the dedicated [website page](#)

### **Upcoming Events to Note**

- Agritourism Event – Bowhouse, Kat Gilmour Fife Lead for Agritourism will host her first event. Agritourism businesses are welcome to come along. 21<sup>st</sup> September 2pm, Click [HERE](#) for further information
- Fife Business Week – 6<sup>th</sup>-10<sup>th</sup> November various events, including importance of being online bookable, employability opportunities webinar, Levenmouth business networking, People Planet Pastry event
- Tourism Conference in planning stages for late February 2024 tickets will be released over the next few months with further details to follow